DOCUMENT RESUME

ED 179 231 IR 007 901

TITLE 1979 Nielsen Report on Television.
INSTITUTION Nielsen (A.C.) Co., Chicago, Ill.
PUB DATE 79
NOTE 40p.; Parts may not reproduce clearly
AVAILABLE FROM A.C. Nielsen Company, Nielsen Plaza, Northbrook, IL 60062 (Free)

EDRS PRICE MF01/PC02 Plus Postage.
DESCRIPTORS Audiences; Cable Television; Color Television; *Commercial Television; Demography; Family (Sociological Unit); *Participant Characteristics; *Programing (Broadcast); *Television Surveys; *Television Viewing; *Use Studies; Viewing Time

ABSTRACT

The Nielsen data on commercial television viewing and programming contained in this report are estimates of the audiences and other characteristics of television usage as derived from Nielsen Television Index and Nielsen Station Index measurements. Data and brief discussions are provided on the number of commercial and public stations; number of households owning television sets; television audience characteristics; percent of households using television; average hours of household TV usage per day; hours of TV usage per week by household characteristics; weekly viewing activity for women, men, and children of various age groups; prime time viewing; audience composition of selected prime time program types; TV specials by program type; most popular programs; cable television; and Nielsen television services. (Author/CMV)

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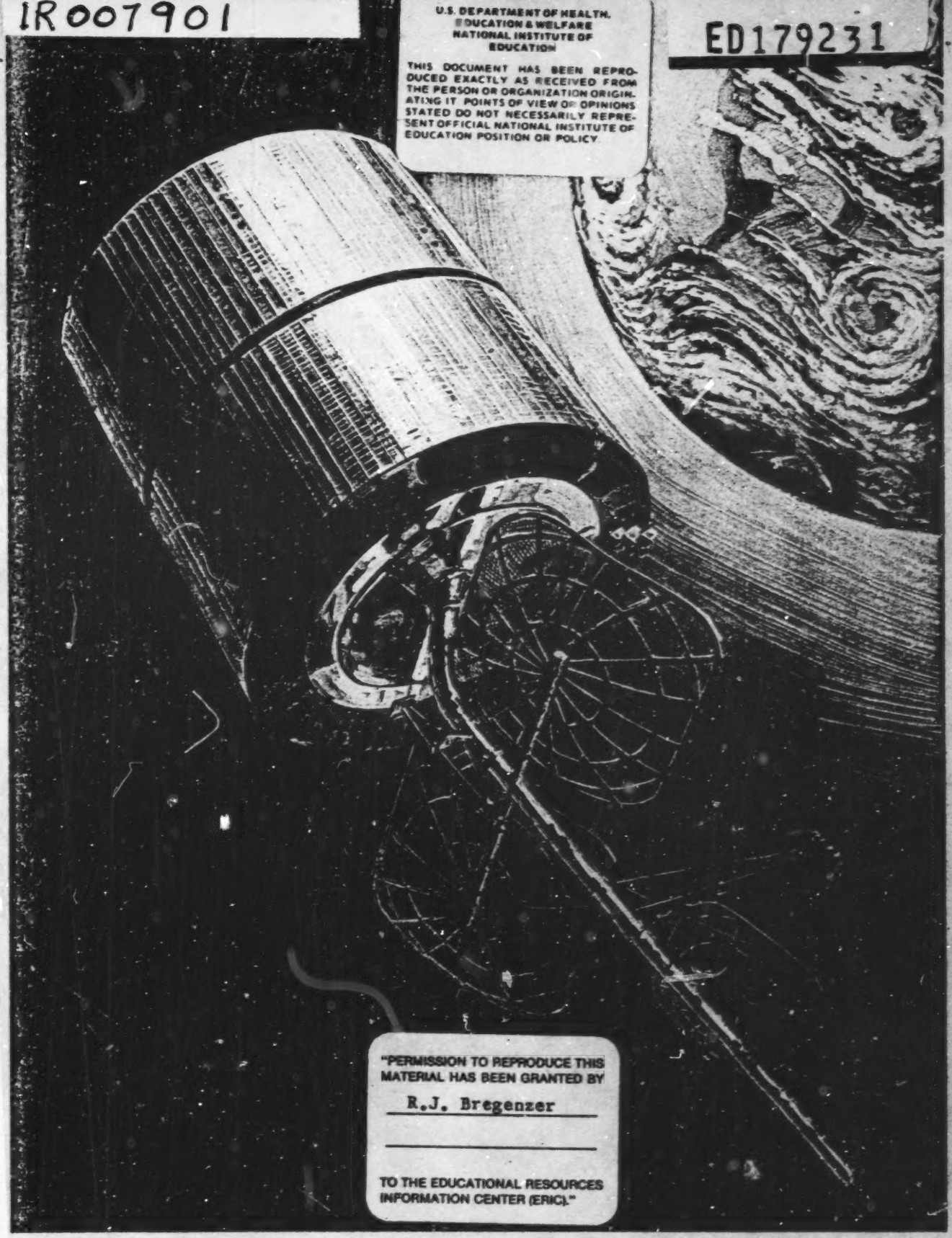

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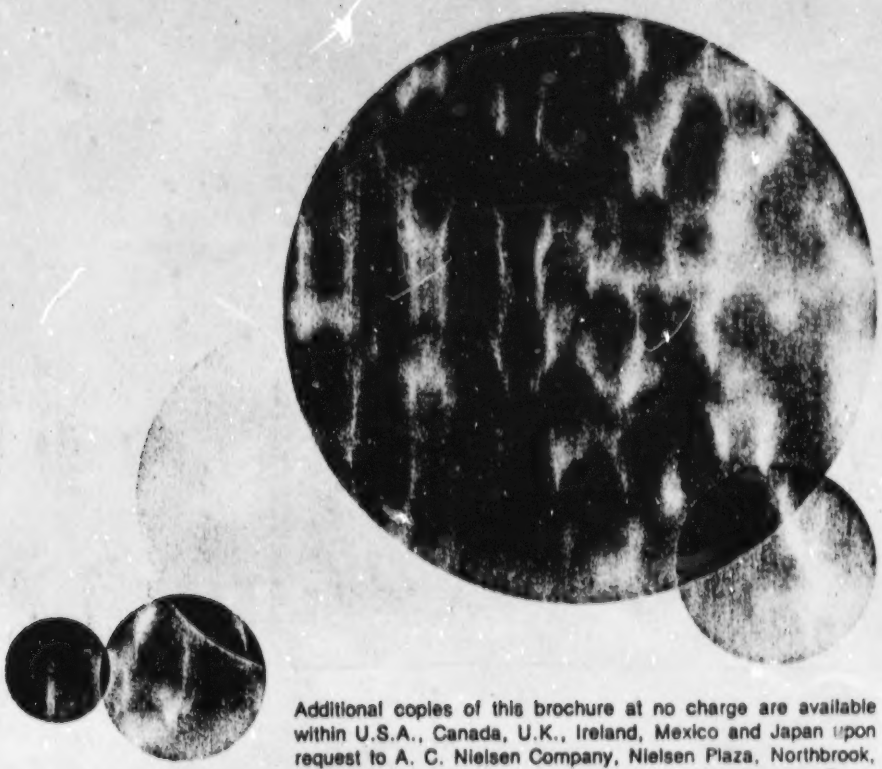
1979 NIELSEN REPORT ON TELEVISION



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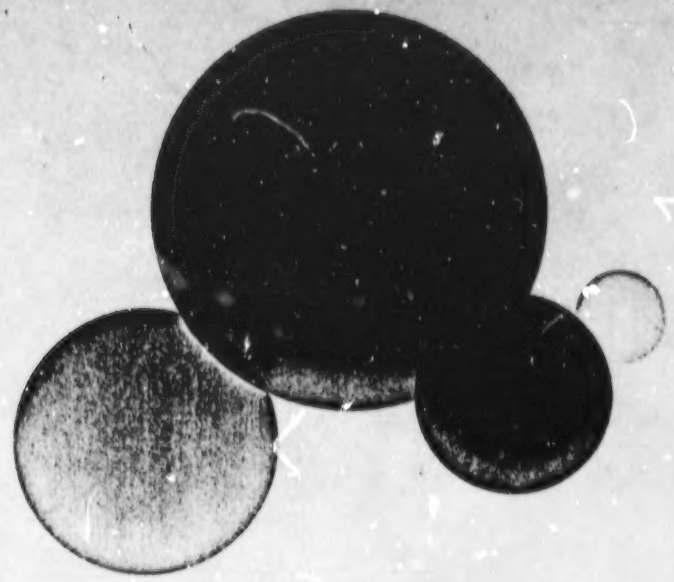


1979 NIELSEN REPORT ON TELEVISION

Television today is available virtually everywhere. Events in a seemingly remote area are relayed instantly by earth satellite around the world. And in the U. S., TV stations are now using satellites to beam their signals across the country for pickup by cable systems.

Use of satellites plus other technological advances such as computerized station operations and home video recorders provide new and exciting opportunities for the television industry.

A. C. Nielsen Company has been proud to have a role in such a dynamic medium, chronicling TV's growth and providing continuous, essential audience research for advertisers, their agencies, broadcasters, and program producers.

Annually, we have provided a summary of the television year for our clients and others interested in the medium. We trust you will find our 24th report as informative as its predecessors.

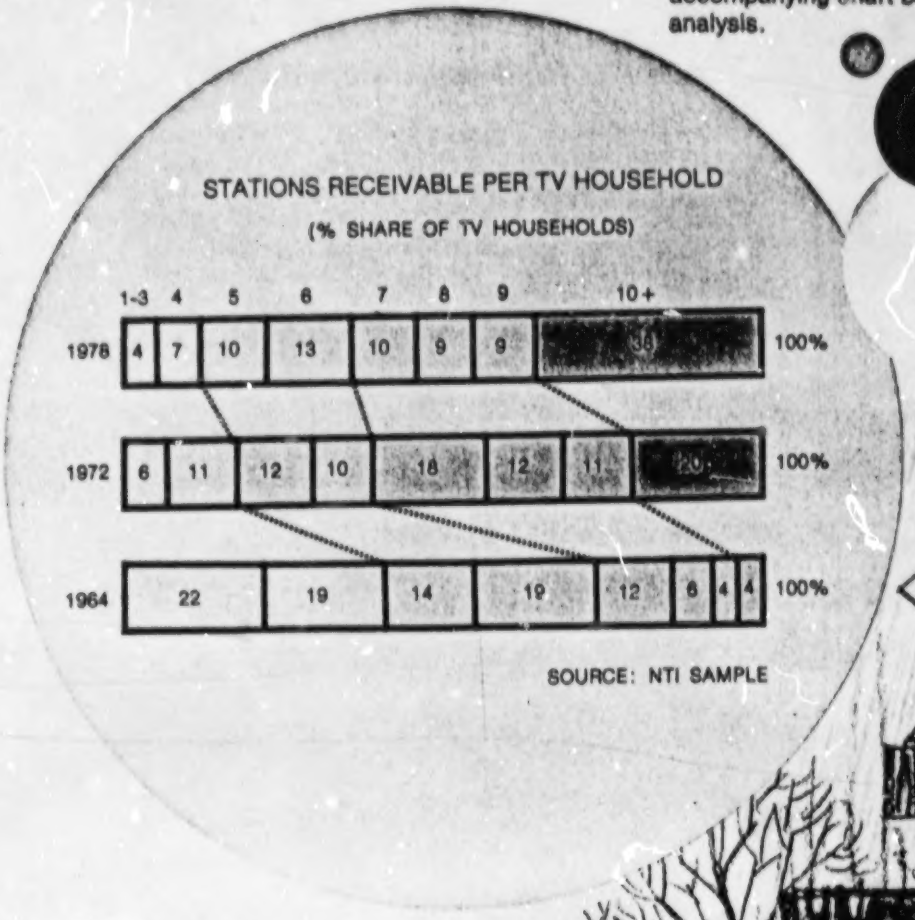
James D. Lyons
President
Media Research Services Group

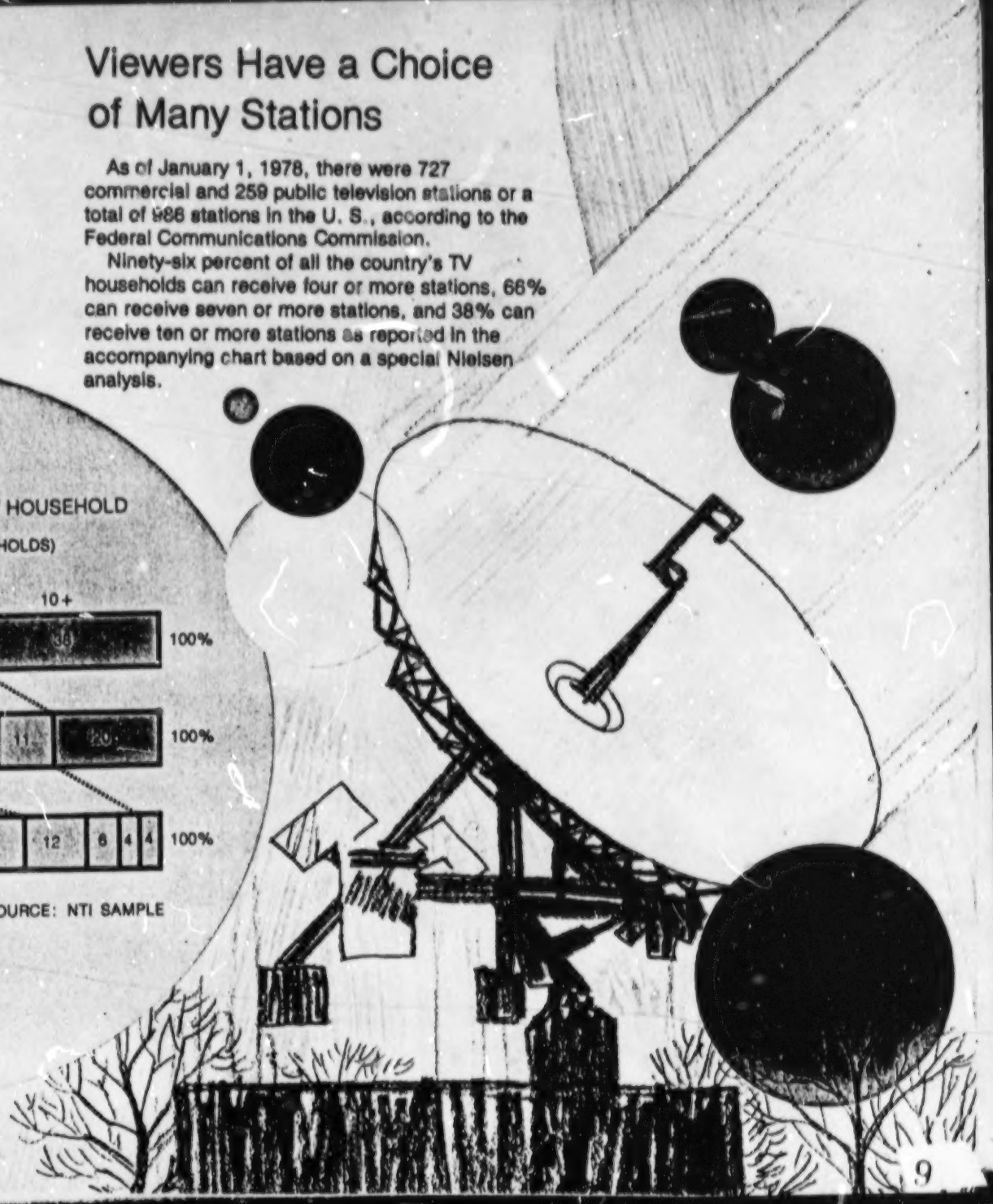
The Nielsen data in this booklet are estimates of the audiences and other characteristics of television usage as derived from Nielsen Television Index and Nielsen Station Index measurements. The use of mathematical terms herein should not be regarded as a representation by Nielsen that such measurements are exact to precise mathematical values.

Viewers Have a Choice of Many Stations

As of January 1, 1978, there were 727 commercial and 259 public television stations or a total of 986 stations in the U. S., according to the Federal Communications Commission.

Ninety-six percent of all the country's TV households can receive four or more stations, 66% can receive seven or more stations, and 38% can receive ten or more stations as reported in the accompanying chart based on a special Nielsen analysis.

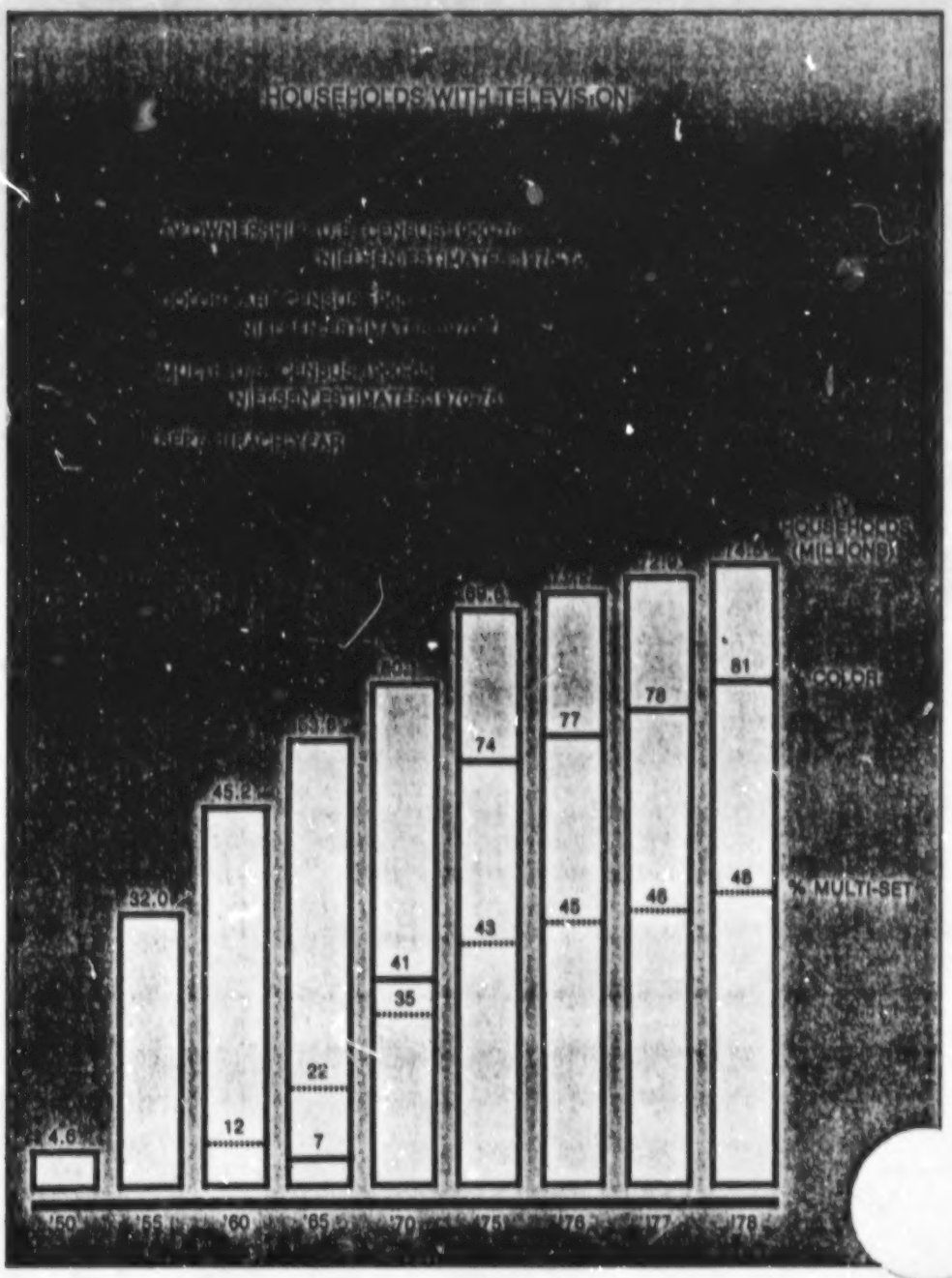




98% of U. S. Households Own TV's

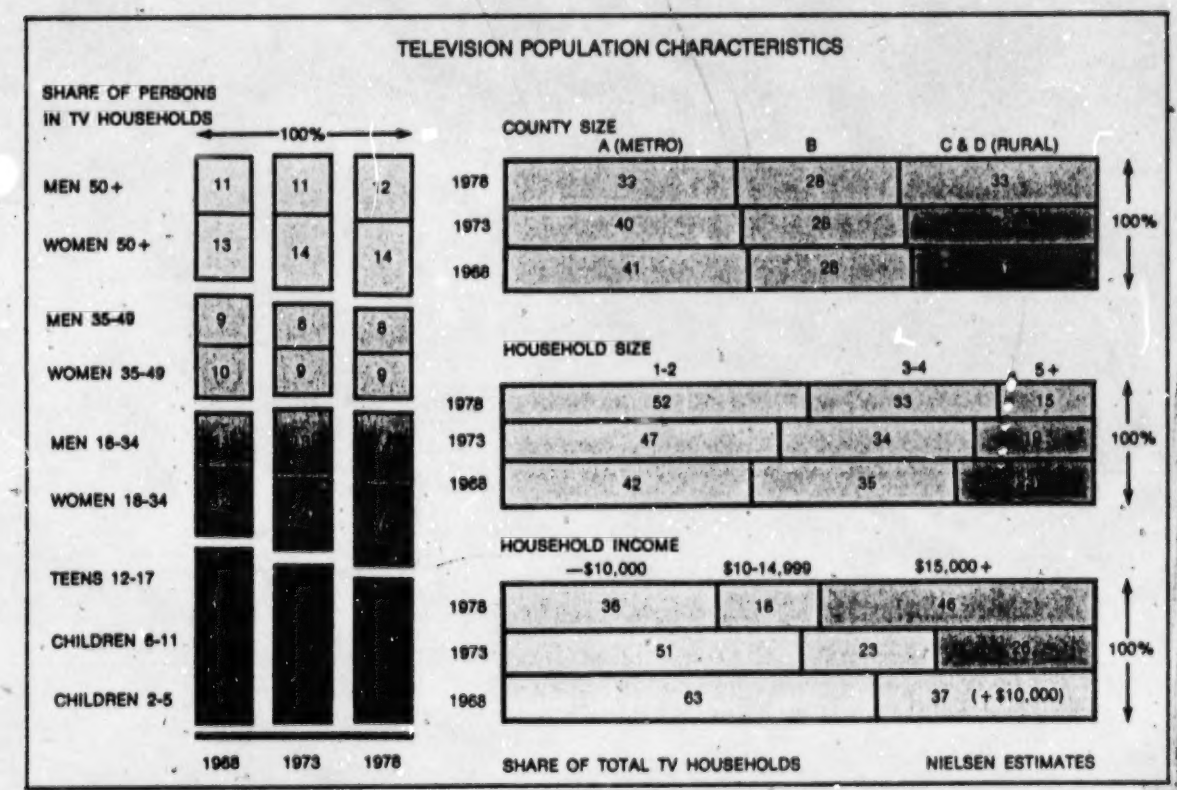
Nielsen's annual September update of television ownership shows that 74.5 million households or 98% of all households in the U. S. own at least one television set. This is an increase of over 14 million homes since 1970.

An estimated 48% have two or more TV sets and 81% have at least one color set.



TV Population Characteristics Continue to Change

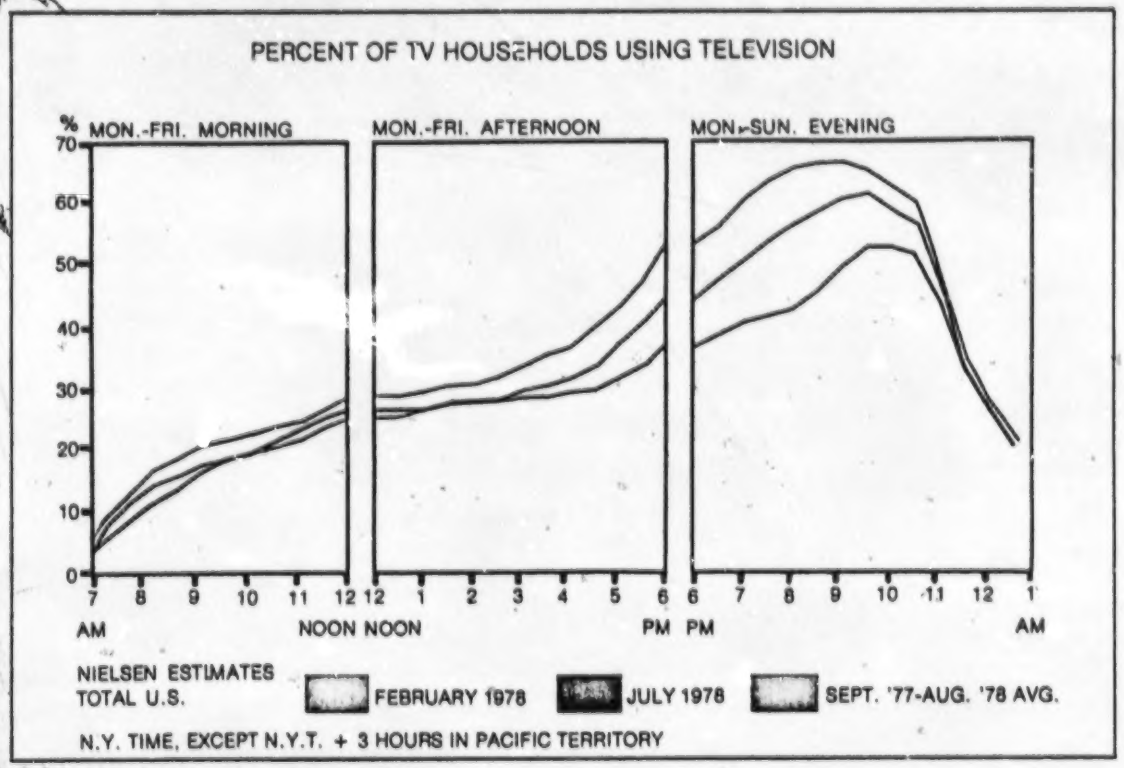
Not only has the average size of the nation's TV households declined over the past ten years (from 3.23 persons to 2.75 persons), but there have been other changes worth noting. Household composition by people's ages has shifted, so now there is a larger percentage of older and younger adults and a smaller percentage of mid-aged adults and children ages 2-11. There has also been a slight shift of the population from "A" metro counties to "C & D" rural counties. Today only 36% of the households report earnings of $10,000 or less compared to 63% in 1968.



TV Viewing Hits Peak in Mid-Evening

Television viewing levels increase throughout the day, reaching a peak generally between 8:00 and 10:00 p.m. By 11:00 p.m., there is a sharp decline as viewers go to bed.

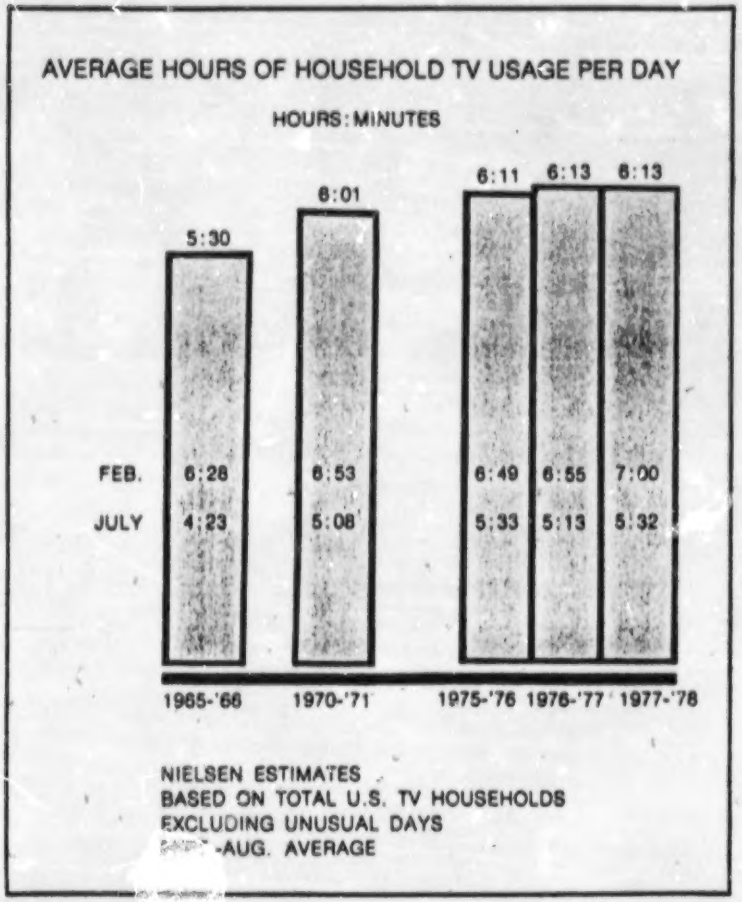
There is a considerable variation in TV usage levels from winter to summer. These differences are slight during early morning and late night, but are very noticeable during the afternoon and evening hours.



Household TV Usage Almost 6 1/4 Hours a Day

TV households, on the average, viewed an estimated 6 hours and 13 minutes of television a day during the 1977-'78 TV season. This is similar to that of recent seasons, but considerably higher than 12 years ago and 12 minutes more than 7 years ago.

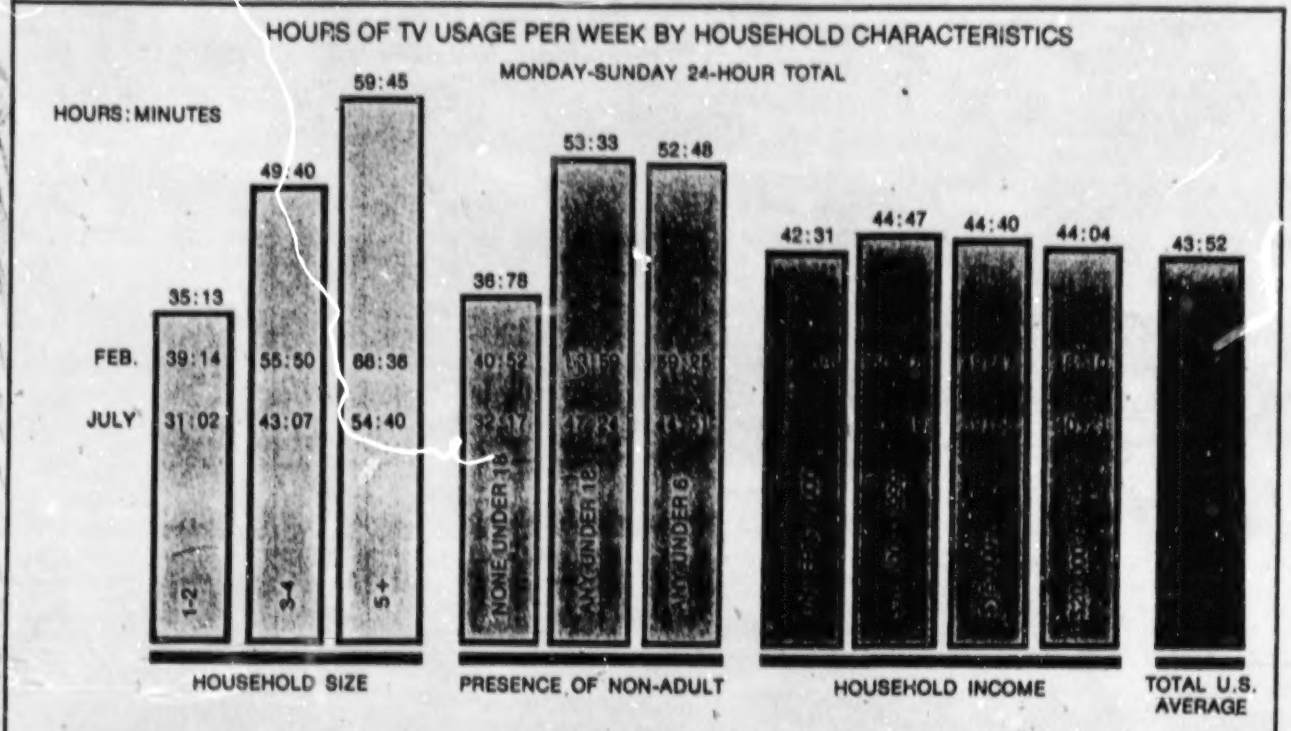
In February, 1978, TV usage averaged 7 hours a day compared to just over 5 1/2 hours in July.



TV Usage Affected by Family Size and Presence of Children

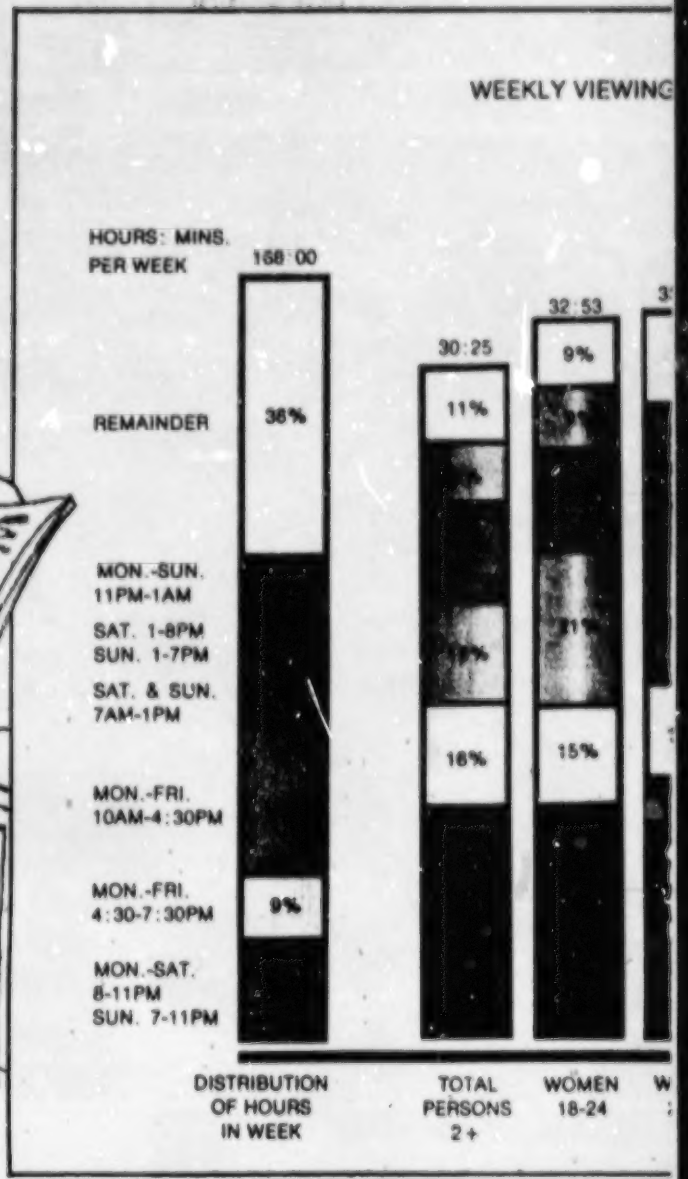
Even though all types of households view television regularly, certain types view more than others. As shown here, households with five or more persons watch television substantially more than the average U. S. TV household. Those viewing the least are one and two person households and households with no children.

TV usage varied very slightly by household income levels. Only those households with under $10,000 annual income viewed under the average for the total U. S.

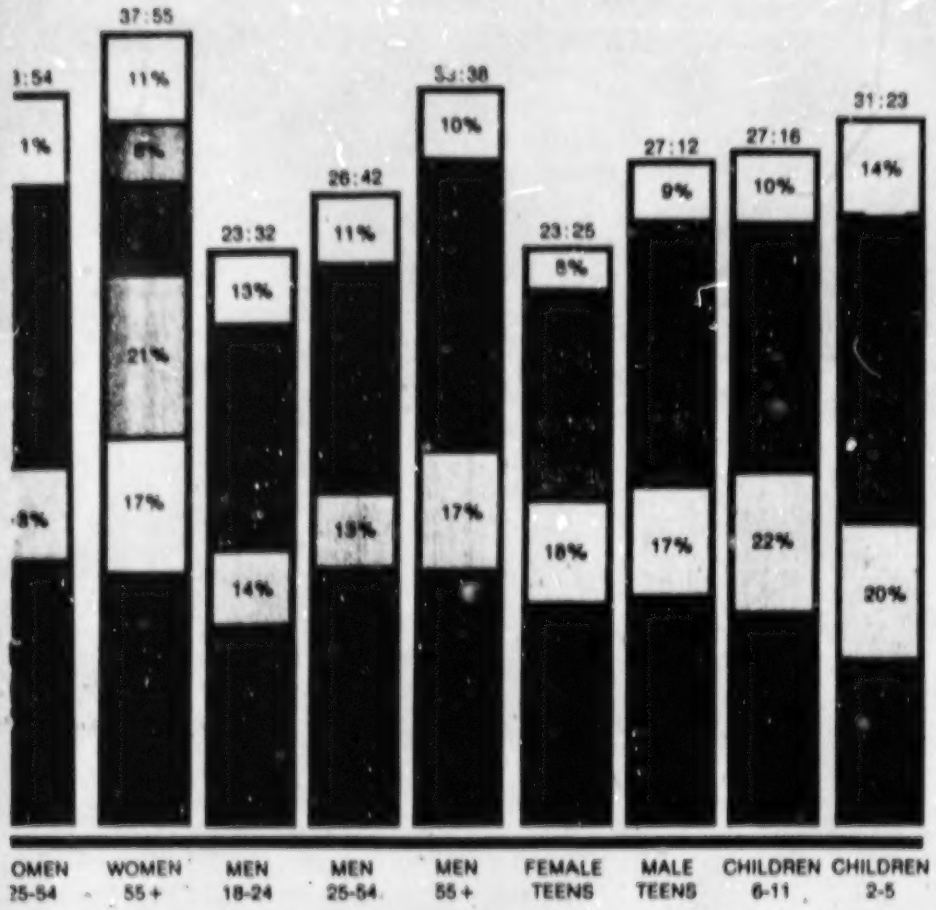


AVERAGE OF OCTOBER-DECEMBER '77, FEBRUARY, APRIL, MAY, JULY '78
NIELSEN ESTIMATES: NATIONAL AUDIENCE DEMOGRAPHICS REPORT

WEEKLY TV


WEEKLY VIEWING
HOURS: MINS. PER WEEK
168:00
30:25
32:53
REMAINDER
38%
11%
9%
MON.-SUN. 11PM-1AM
SAT. 1-8PM SUN. 1-7PM
SAT. & SUN. 7AM-1PM
16%
15%
MON.-FRI. 10AM-4:30PM
MON.-FRI. 4:30-7:30PM
9%
MON.-SAT. 8-11PM SUN. 7-11PM
DISTRIBUTION OF HOURS IN WEEK
TOTAL PERSONS 2+
WOMEN 18-24

ACTIVITY FOR WOMEN, MEN, TEENS AND CHILDREN



Women View the Most TV and Female Teens the Least

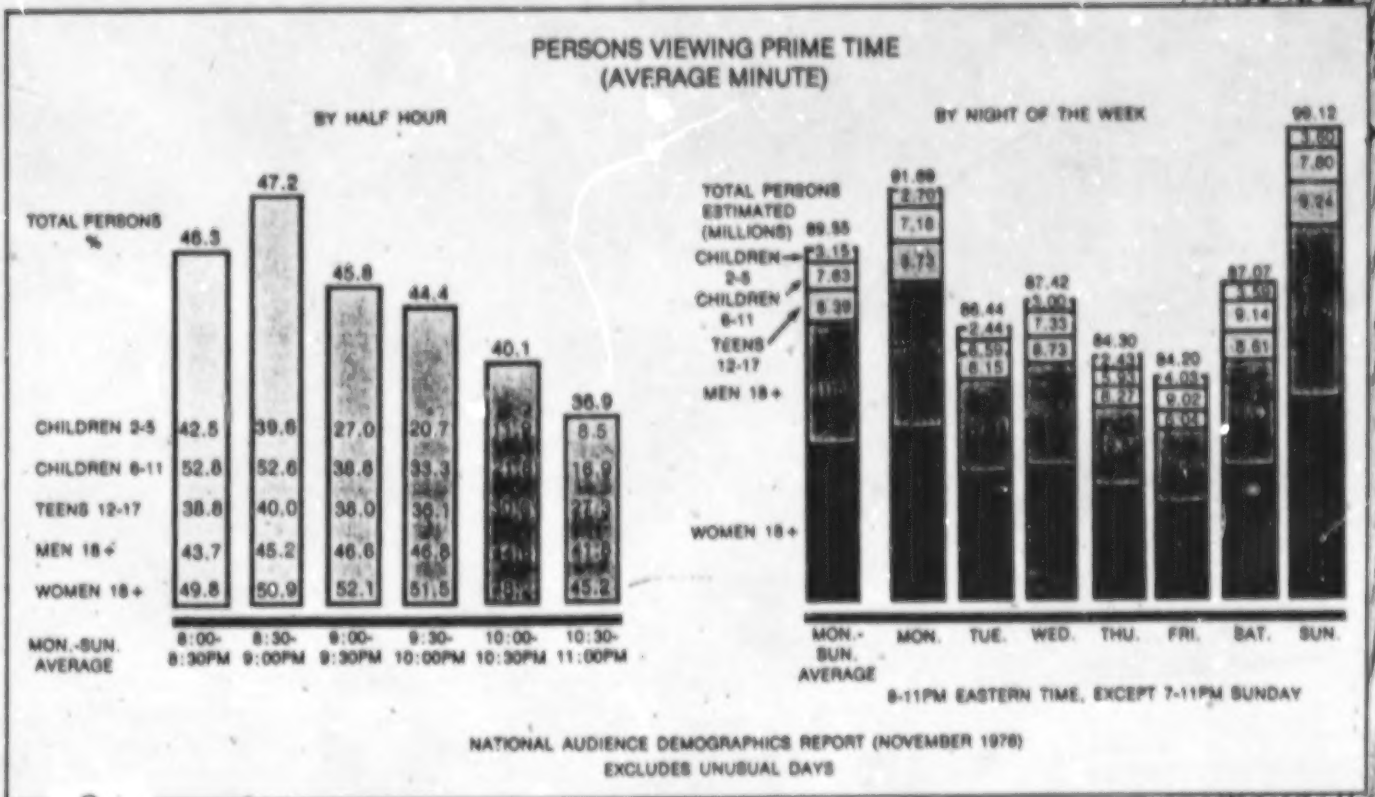
As a general rule, women view more television than men, and older men and women view more than younger age groups. Also, younger children view more than older children and teenagers.

The viewing actually is distributed disproportionately throughout the day, taking place mainly during each age group's availability. For example, prime time (Monday-Saturday, 8:00-11:00 p.m. & Sunday, 7:00-11:00 p.m.) makes up only 13% of the week's total hours, yet with the exception of children 2-5, accounts for over 30% of people's viewing.

Sunday Still the Most Popular Night for Watching TV

Year after year, Sunday night continues to attract the largest TV audience during the viewing week. Friday evening continues to be the least viewed by adults and teens, but one of the highest viewed for children. On the average, during November 1978, when these figures were compiled, nearly 90 million people were watching TV between 8:00 and 11:00 p.m. EST on the average night.

The composition of the audience changes from 8:00 to 11:00 p.m. as the children, teens and finally the adults retire for the night.



NATIONAL AUDIENCE DEMOGRAPHICS REPORT (NOVEMBER 1978)
EXCLUDES UNUSUAL DAYS

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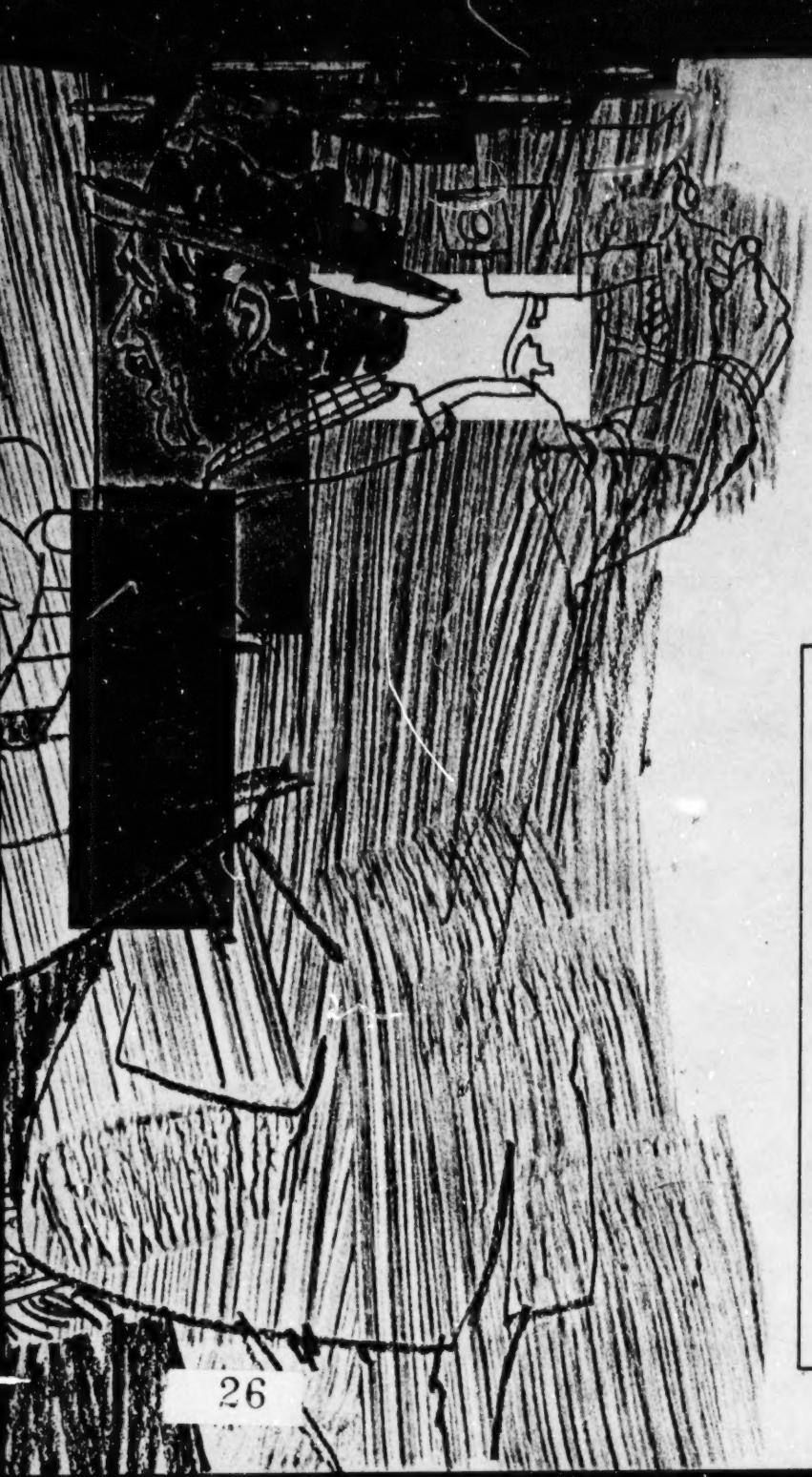
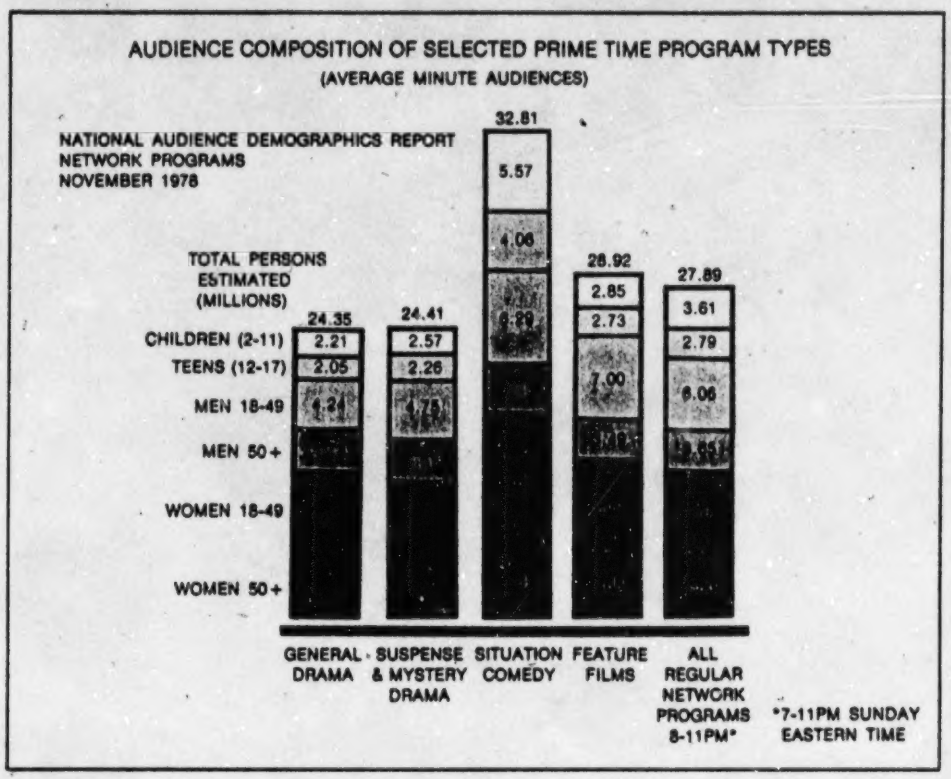


Situation Comedies Most Popular Program Type

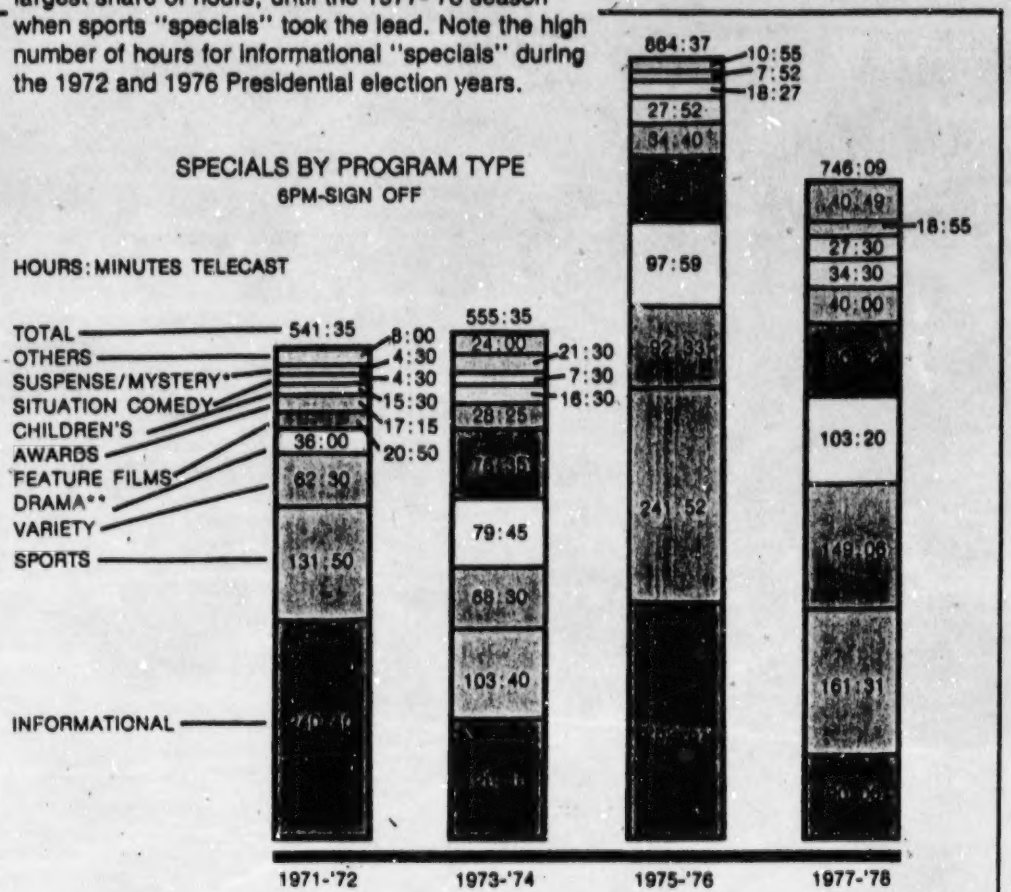
Situation Comedies continue to attract the largest overall audiences during prime time and are the most popular type of program for children and teens and younger women. As for men 18-49, audiences were the highest for feature films, while adults 50+ preferred drama.

Programs scheduled during other dayparts also have a high appeal among certain audiences. For example, men dominate weekend sports audiences, children Saturday morning audiences and women daytime audiences.



"Specials" Now a Television Standard

Over the years TV "specials" have played a major role in the networks' programming. Since the 1971-'72 TV season, the hours of "specials" have increased 73%. Of the four seasons reported, informational type "specials" accounted for the largest share of hours, until the 1977-'78 season when sports "specials" took the lead. Note the high number of hours for informational "specials" during the 1972 and 1976 Presidential election years.



*INCLUDES SUSPENSE/MYSTERY, PRIVATE DETECTIVE, OFFICIAL POLICE
**INCLUDES ADVENTURE, EVENING WESTERN, GENERAL DRAMA, MUSICAL DRAMA, SCIENCE-FICTION

Nielsen Top Ten "Specials"

The elite group of all-time top ten "specials" from 1960-1968, consists of five *Roots* telecasts, three *Super Bowl* football games and two *Bob Hope Christmas Shows*.

The 50th Annual Academy Awards and *Holocaust* Part IV, were the only two non-sports "specials" in the top ten for the 1978 calendar year.

NTI TOP TEN "SPECIALS" JULY 1960-DECEMBER 1978

PROGRAM	AVERAGE AUDIENCE %	SHARE
ROOTS (PART VIII)	51.1	71
SUPER BOWL XII GAME	47.2	67
BOB HOPE CHRISTMAS SHOW (1970)	46.6	64
ROOTS (PART VI)	45.9	66
ROOTS (PART V)	45.7	71
BOB HOPE CHRISTMAS SHOW (1971)	45.0	61
ROOTS (PART III)	44.8	68
SUPER BOWL XI GAME	44.4	73
SUPER BOWL VI GAME	44.2	74
ROOTS (PART II)	44.1	62

TOP TEN "SPECIALS" (15 MIN. OR LONGER) JANUARY-DECEMBER 1978

SUPER BOWL XII GAME	47.2	67
SUPER BOWL XII KICKOFF	42.1	69
WBA WORLD HEAVYWEIGHT CHAMPIONSHIP	37.3	61
SUPER BOWL XII POST GAME SHOW	37.1	54
50TH ANNUAL ACADEMY AWARDS	36.3	68
WORLD SERIES GAME #6	35.9	54
NBC NFL CHAMPIONSHIP	35.6	69
CBS NFL CHAMPIONSHIP	35.0	58
BIG EVENT (HOLOCAUST PART IV)	34.9	54
CBS SPORTS SPECIAL (ALI VS. SPINKS)	34.4	51

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Top 15 Syndicated Programs

Currently there are well over 300 different programs which independent distributing organizations offer for sale to individual local stations, including network affiliates as well as independent stations. Many of these programs were at one time on network schedules, and many have never been seen on TV as other than "syndicated" programs. As a result individual stations can supplement network offerings, provide diverse regional programs, and offer national programs attuned to the preferences of the local area.

The top 15 syndicated programs among different segments of our population are listed here. The programs are ranked on the basis of their average quarter-hour rating in the Designated Market Area in which they were aired during November 1978.

RANKING OF SYNDICATED PROGRAMS
BASED ON NIELSEN STATION INDEX
NOVEMBER 1978 REPORT ON SYNDICATED PROGRAMS

HOUSEHOLDS	AVG. DMA RTG. %	MEN 18+	AVG. DMA RTG. %	CHILDREN	AVG. DMA RTG. %	WOMEN 18+	AVG. DMA RTG. %	TEENS	AVG. DMA RTG. %
THE MUPPET SHOW	14.7	VINCE DOOLEY	11.3	THE MUPPET SHOW	20.0	FAMILY FEUD, PM	11.8	BRADY BUNCH	10.4
FAMILY FEUD PM	14.2	HEE HAW	9.8	THE BRADY BUNCH	15.2	NAME THAT TUNE	11.0	THE MUPPET SHOW	9.4
PM MAGAZINE	13.9	PM MAGAZINE	9.1	TOM & JERRY	14.1	PM MAGAZINE	10.8	THE NEWLYWED GAME	8.7
NAME THAT TUNE	13.4	FAMILY FEUD, PM	8.9	WOODY WOODPECKER	13.3	LAWRENCE WELK	10.7	SANFORD & SON	8.7
PRICE IS RIGHT	13.3	THE MUPPET SHOW	8.7	KROFT SUPERSTARS	13.0	THE NEWLYWED GAME	10.7	SHA NA NA	8.7
THE NEWLYWED GAME	13.2	THE NEWLYWED GAME	8.3	SHA NA NA	12.2	PRICE IS RIGHT	10.7	GILLIGAN'S ISLAND	8.5
HOLLYWOOD SQUARES	13.1	WHEN HAVOC STRUCK	8.3	FLINTSTONES	11.7	HOLLYWOOD SQUARES	10.4	FAMILY FEUD, PM	8.0
HEE HAW	13.0	NAME THAT TUNE	8.2	GILLIGAN'S ISLAND	11.6	HEE HAW	9.8	CAROL BURNETT & FRIENDS	7.9
LAWRENCE WELK	12.4	HOLLYWOOD SQUARES	8.1	BUGS BUNNY	10.5	MATCH GAME PM	9.8	BIONIC WOMAN	7.9
MATCH GAME PM	12.0	PRICE IS RIGHT	8.1	BATTLE OF THE PLANETS	10.5	THE MUPPET SHOW	9.8	BEWITCHED	7.4
WHEN HAVOC STRUCK	12.0	WILD WILD WORLD OF ANIMALS	8.1	UNDERDOG	10.2	WHEN HAVOC STRUCK	9.1	SIX MILLION DOLLAR MAN	7.3
WILD WILD WORLD OF ANIMALS	11.6	LAWRENCE WELK	7.8	POPEYE	10.0	$25,000 PYRAMID	8.6	ONE STEP BEYOND	6.9
VINCE DOOLEY	11.6	BART STARR	7.6	BATMAN	10.0	BOWLING FOR DOLLARS	8.2	CANDID CAMERA	6.9
$1.98 BEAUTY SHOW	10.7	$1.98 BEAUTY SHOW	7.6	SIX MILLION DOLLAR MAN	9.8	WILD WILD WORLD OF ANIMALS	8.1	VINCE DOOLEY	6.8
CANDID CAMERA	10.5	MATCH GAME PM	7.3	THE LITTLE RASCALS	9.7	$1.98 BEAUTY SHOW	7.7	$1.98 BEAUTY SHOW	6.7
						CROSS WITS	7.7	DATING GAME	6.7
								HEE HAW	6.7

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Nielsen Top 15 Programs

Many different programs rank in television's top 15 in the course of the year. Those shown here were the regular programs that ranked highest during prime time in Nielsen Television Index measurements from mid-September through December, 1978.

The size of a program's audience is but one of a number of ways to assess its worth or success. For example, many programs below the top 15 or 20 are successful because they appeal to a specific target audience that an advertiser or a broadcaster wishes to reach.

TOP 15 REGULARLY SCHEDULED NETWORK PRIME TIME PROGRAMS
(15 MINUTES OR LONGER)

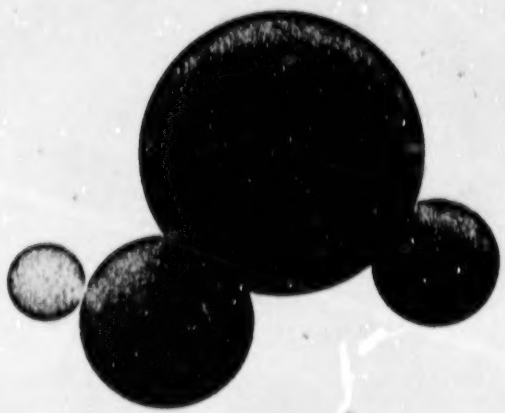
SEPTEMBER 11, 1978 THROUGH DECEMBER 24, 1978
NIELSEN AVERAGE AUDIENCE ESTIMATES (4 OR MORE TELECASTS)

TOTAL U.S. (% TV HOUSEHOLDS)		TOTAL WOMEN (% PERSONS IN TV HOUSEHOLDS)		TOTAL MEN (% PERSONS IN TV HOUSEHOLDS)		TOTAL TEENS (% PERSONS IN TV HOUSEHOLDS)		TOTAL CHILDREN (% PERSONS IN TV HOUSEHOLDS)	
THREE'S COMPANY	29.4%	THREE'S COMPANY	23.9%	60 MINUTES	19.4	MORK & MINDY	28.3%	HAPPY DAYS	33.7%
HAPPY DAYS	27.9	LITTLE HOUSE ON THE PRAIRIE	21.9	NFL MONDAY NIGHT FOOTBALL	19.0	HAPPY DAYS	26.6	LAVERNE & SHIRLEY	31.3
LAVERNE & SHIRLEY	27.8	HAPPY DAYS	21.8	ABC SUNDAY NIGHT MOVIE	17.9	THREE'S COMPANY	25.5	MORK & MINDY	30.9
MORK & MINDY	25.9	LAVERNE & SHIRLEY	21.8	THREE'S COMPANY	17.6	LAVERNE & SHIRLEY	25.2	WHAT'S HAPPENING	25.4
CHARLIE'S ANGELS	25.8	M*A*S*H	20.9	ALL IN THE FAMILY	17.5	WHAT'S HAPPENING	22.8	WONDERFUL WORLD/DISNEY	25.3
M*A*S*H	25.4	ALL IN THE FAMILY	20.9	CENTENNIAL	17.4	BATTLESTAR GALACTICA	20.2	BATTLESTAR GALACTICA	24.1
LITTLE HOUSE ON THE PRAIRIE	25.1	CHARLIE'S ANGELS	20.3	MORK & MINDY	17.4	CHARLIE'S ANGELS	19.7	INCREDIBLE HULK	23.5
ALL IN THE FAMILY	24.6	ONE DAY AT A TIME	19.9	M*A*S*H	16.9	EIGHT IS ENOUGH	19.6	THREE'S COMPANY	22.1
TAXI	24.4	MORK & MINDY	19.5	BATTLESTAR GALACTICA	16.8	TAXI	18.7	EIGHT IS ENOUGH	21.4
60 MINUTES	24.0	TAXI	19.2	HAPPY DAYS	16.5	M*A*S*H	17.5	LITTLE HOUSE ON THE PRAIRIE	20.0
ONE DAY AT A TIME	23.7	60 MINUTES	19.1	LAVERNE & SHIRLEY	16.1	ONE DAY AT A TIME	16.7	WONDER WOMAN	19.5
WHAT'S HAPPENING	23.2	ALICE	18.9	BARNEY MILLER	16.1	BARNEY MILLER	16.6	CHIPS	19.4
BARNEY MILLER	23.1	NBC MONDAY NIGHT MOVIES	18.7	CHARLIE'S ANGELS	16.0	SOAP	16.0	LOVE BOAT	18.0
EIGHT IS ENOUGH	22.7	EIGHT IS ENOUGH	18.7	ALICE	15.7	ABC SUNDAY NIGHT MOVIE	15.8	DONNY & MARIE	16.9
ALICE	22.6	ABC SUNDAY NIGHT MOVIE	18.4	BIG EVENT-SUNDAY	15.5	LITTLE HOUSE ON THE PRAIRIE	14.8	CHARLIE'S ANGELS	15.5
TOTAL U.S. TV HOUSEHOLDS	74,500,000	TOTAL WOMEN 18+ IN TV HOUSEHOLDS	78,040,000	TOTAL MEN 18+ IN TV HOUSEHOLDS	70,120,000	TOTAL TEENS 12 - 17 IN TV HOUSEHOLDS	23,840,000	TOTAL CHILDREN 2 - 11 IN TV HOUSEHOLDS	32,660,000

Cable in 18% of U. S. TV Homes

Over the last year cable has grown by over 10%, bringing current penetration estimates to approximately 18% of U. S. TV households. November 1978 estimates show that about 13,400,000 TV households subscribed to a cable service.

Individual market data from our May 1978 all-market measurement indicates that cable penetration (cable households as a percentage of all TV households) continues to be higher, generally, in the less urban markets. Fifty-four percent of cable homes are located in the smaller C and D size counties.



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CABLE TELEVISION

PENETRATION BY COUNTY SIZE

COUNTY SIZE	TV HOUSEHOLDS (SEPT. 1978)	CABLE TV HOUSEHOLDS (MAY 1978)	CABLE TV % OF TV HSHLDS.
A	28,888,070	2,243,110	8
B	21,132,530	3,643,750	17
C	13,399,360	4,448,230	33
D	11,086,360	2,282,970	21
CONTINENTAL U.S.**	74,506,340	12,618,060	17

DMA RANK BY CABLE PENETRATION	TV HOUSEHOLDS SEPT. 1978	CABLE % OF TV HOUSEHOLDS
LIMA	35,780	67
SANTA BARBARA SANTA MARIA	154,320	67
ALPENA	10,820	64
BAKERSFIELD	135,410	64
PARKERSBURG	50,230	63
YUMA-EL CENTRO	50,220	61
ZANESVILLE	28,180	59
MONTEREY-SALENAS	156,510	57
CASPER-RIVERTON	43,270	56
UTICA	98,390	56
JOHNSTOWN-ALTOONA	282,230	55
LAREDO	25,610	55
CLARKSBURG-WESTON	71,590	54
MARQUETTE	54,700	54
ROSWELL	50,170	54
SALISBURY	70,680	54
SAN ANGELO	30,610	54
GAINESVILLE	53,210	53
ODESSA-MIDLAND-MONAHANS	110,790	52
WILKES BARRE-SCRANTON	454,390	52
FT. MYERS	120,400	51
GLENDIVE	5,510	51
WACO-TEMPLE	182,610	51
WHEELING-STEUBENVILLE	172,680	51
BECKLEY-BLUEFIELD-OAK HILL	135,410	49

** The November 1978 estimate includes Hawaii. May 1978 estimates exlude Alaska and Hawaii.

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Nielsen Television Services

IN THE UNITED STATES. . .

Nielsen Television Index NTI® provides continuing estimates of TV viewing and national sponsored network program audiences, including national ratings 52 weeks per year. Data regularly reported include persons audiences and household audiences by market sections, Daily Ratings, Fast National and Multi-Network Area Ratings, Cost/1000 Estimates and Program and Brand Cumulative Audiences. In addition, the National Audience Demographics Report provides estimates of audiences by persons categories within household demographics. NTI's DATA COMMAND multiphase time-sharing computer systems offer clients direct access to a wide range of network program analyses.

Nielsen Station Index NSI® measures television station audiences in over 200 local markets and provides season-to-season reports (up to eight per market per year), on viewing by time periods and programs. NSI measurements include Metro Area and Designated Market Area (DMA) ratings, Station Total audiences, program pre-emptions, cumulative audiences and "times viewed," and estimates of viewing over a wide range of demographic categories.

Metered Market Service provides daily and weekly reports on television audiences in New York, Los Angeles, Chicago and San Francisco via a sample of households with Audimeter® instruments linked directly to Nielsen computers.

IN CANADA. . .

Nielsen Broadcast Index (NBI) is the Canadian counterpart of the Nielsen Station Index in the United States. NBI measures television station audiences in the 40 DMA's that comprise the total Canadian national market. NBI report frequency varies from 3-16 weeks depending on market size. Report book features include demographics, special vs. regular time period listings, trends, cumes, week-by-week ratings and metro area ratings for major reports.

Nielsen Television Index (NTI) publishes network television audience measurement reports for 37 weeks of the year. These reports cover all programs carried on Canadian networks: CBC, CTV, Global, Radio-Canada and TVA.

IN JAPAN. . .

Nielsen Station Index was established there in 1960 and produces Metered Market measurements for the Tokyo, Osaka and Nagoya areas and diary measurements for 7 other markets.

OTHER COUNTRIES. . .

Nielsen also provides television audience research services in Italy and Belgium.

A.C. Nielsen Company*

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MEDIA RESEARCH GROUP
Measurement of national and local television audiences and identification of audience composition for advertisers, advertising agencies, networks, stations, program producers and others.

MARKETING RESEARCH GROUP
Continuous in-store measurement of consumer sales and other sales-influencing factors in grocery, drug and other retail outlets. Also, test marketing services, new product planning and product pickup.

CLEARING HOUSE GROUP
Processing of merchandise coupons for retailers and manufacturers; inquiry services for advertisers and magazine publishers; consumer promotion and other related services for advertisers.

NEODATA SERVICES
Maintenance of computerized circulation lists for magazine publishers and other organizations; magazine subscription promotion services; vitally needed statistical information for publishers.

PETROLEUM INFORMATION CORPORATION
Statistical services which make oil and gas exploration more efficient, including computerized systems permitting the more practical retrieval of vitally important subsurface geological information.

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